BC Student Outcomes Research Forum

2010/2011 ANNUAL REPORT

Accomplishments 2010/2011

Through its committee structure, the BC Student Outcomes Research Forum provided oversight of the four annual outcomes surveys conducted in 2010. Information from these surveys is used by government and institutions to inform evaluation and planning and to provide accountability. The findings also serve to ensure that new, continuing, and prospective students can make informed decisions about their personal and economic futures.

- The **2010 Apprenticeship Student Outcomes (APPSO) Survey** provided insight into the apprenticeship experience by asking former students to rate aspects of their in-school and workplace training, evaluate the usefulness of the knowledge and skills they gained, and describe their post-training employment. The survey was conducted by telephone from January to April of 2010 with 2,750 former apprenticeship students from 29 institutions (14 public and 15 private). The response rate was 56 percent.

- The **2010 Baccalaureate Graduates Survey (BGS)** asked former degree students about their experiences post graduation and to evaluate their programs of study. Information was collected from 9,437 graduates of 20 public post-secondary institutions, from September 2010 to January 2011. The survey targeted those who graduated in 2008 and was conducted by telephone and online. The response rate was 56 percent.

- The **2010 Diploma, Associate Degree, and Certificate Student Outcomes (DACSO) Survey** collected information about former students' post-secondary experiences and their labour market and educational transitions. The survey, which was conducted January to June 2010, targeted former students who had completed or nearly completed their programs—15,612 former students from 20 of B.C.'s public post-secondary institutions participated by telephone or online. The response rate was 60 percent.

- The **2010 Developmental Student Outcomes (DEVSO) Survey** asked former domestic English as a Second Language (ESL) students, who studied at the intermediate level or higher, to evaluate their educational experiences and to report on their transitions to the labour market and further education. In February and March of 2010, there were 885 respondents to the mixed-mode survey, from 16 public institutions. The response rate was 48 percent. (Funding was not available this year to survey former Adult Basic Education students.)

Other Forum accomplishments included the completion of the **Short Stay Early Leaver Student Outcomes Survey** project. An analytical report, *Without a Trace: An Examination of Former Post-Secondary Students Who Left the System Without a Credential and Did Not Return* was released January 27, 2011. The key finding of this survey was that the thousands of students who annually leave the B.C. public post-secondary system without a credential have diverse goals and experiences that are primarily positive: most leavers were satisfied with the education they received, and achieving a credential was not always a primary goal for enrolling.

Over the past year, Forum members advised on a **pilot survey for private training institutions**—a survey of former Sprott-Shaw students was managed by BC Stats for the Ministry of

Advanced Education. The survey was conducted by mixed mode from September to November 2010 and achieved a response rate of 48 percent. The purpose of the survey was to collect student outcomes data from former students of a private training institution as part of an initiative under a student loans designation framework.

May 2010 Outcomes Research Forum Meeting

Participants at the 2010 May meeting of the BC Student Outcomes Research Forum reviewed the Terms of Reference, which created a committee for each outcomes survey, ad hoc committees as needed, and three operational teams—Communications, Management, and Technical—to provide integration for the project. The Terms of Reference were adopted in principle and ratified by email later in the year.

The strategic planning activity began with a review of the previous student outcomes strategic plan and included an environmental scan. Four strategic goals for 2010/2011 were confirmed:

- To propose and support system-wide initiatives involving student outcomes research within British Columbia and with other jurisdictions
- To provide users with relevant and reliable outcomes data
- To demonstrate value to increase use of the data
- To continue to be cost effective in our approach to outcomes research without compromising the other three goals

The survey committees and operational teams used the strategic planning session as a guide to developing their work plans for the year.

▶ Forum Committee Work 2010/2011

In 2010/2011, the Management Team and the survey committees worked to contain data collection costs by expanding the use of mixed-mode (telephone and online) collection and by streamlining the questionnaires. The Technical Team reviewed the reliability of data collected by mixed mode and worked to develop methods of collecting information on how outcomes data are used and by whom. The Communications Team reviewed all of the outcomes reports and papers that were published throughout the year. An ad hoc Labour Market Committee has explored the connections between post-secondary education and labour force participation and will continue to look at employment trends over time, using student outcomes data.

The May 2010 meeting of the BC Student Outcomes Research Forum (the Forum) introduced a new structure for co-ordinating the various committees working on outcomes research. The Forum comprises representatives from all public post-secondary institutions, the Ministry of Advanced Education, and the following system organizations:

- the BC Council on Admissions and Transfer (BCCAT)
- the BC Registrars' Association (BCRA)
- the Senior Academic Administrators' Forum (SAAF)
- the Council of Senior Student Affairs Leaders (CSSAL)
- the Industry Training Authority (ITA)

Sharing Outcomes Data

▶ With Stakeholders

The Student Outcomes Reporting System (SORS) is a web-based, interactive tool that can present up to ten years of data from the DACSO Survey and up to six years of data from the APPSO Survey. Data from the Baccalaureate Graduates Survey (BGS) for some institutions is also included. The information can be accessed using a variety of report types and formats; in the past year, almost 8,000 reports were run by authorized users at B.C.'s public post-secondary institutions and the Ministry of Advanced Education.

Data from the 2010 APPSO and the 2009 BGS survey were released through SORS on June 18, 2010. The 2010 DACSO data were released through SORS on November 22, 2010. Most of the enhancements introduced in 2010/2011 were "behind the scenes" in the database structure and reporting templates, to ensure longer term stability, improve security and functionality, and maintain consistency across reports.

Number of SORS reports run from April 1, 2010 to March 31, 2011	
APPSO	719
BGS	1,138
DACSO	5,894
Total	7,751

▸ With the Public

The public version of SORS—"Search BC Post-Secondary Student Survey Results"—was developed to provide summary information to program advisors, employment counsellors, faculty members, potential students, and their parents. Any interested member of the public can open the Search BC Post-Secondary Student Survey Results tool and get outcomes information for any program that had former students surveyed by DACSO or APPSO.

The Search Survey Results tool was updated with 2010 data at the same time as the SORS tool was updated. The latest three years of merged DACSO data (2008, 2009, and 2010) were released November 22, 2010 and the latest three years (2008, 2009, and 2010) of data from the APPSO Survey were released on June 18, 2010. (Private institutions' data collected through APPSO were not included.)

Number of *Search Survey* reports run from April 1, 2010 to March 31, 2011	
APPSO	554
DACSO	4,357
Total	4,911

After the DACSO release every year, updated data are provided to enhance information on two websites that are popular with students and counsellors: Education Planner (http://www.educationplanner.bc.ca/) and Career Cruising (http://www.careercruising.com/).

2010/2011 Publications

- Standard reports: *2010 Key Outcomes Indicators for BC Diploma, Associate Degree, and Certificate Programs: Survey Results by Institution, 2010 BGS Reports by Institutions and Discipline* and *The 2010 Highlights*
- Special reports: *2010 Developmental Student Outcomes Survey: Report of Findings from Former ESL Students, 2010 Apprenticeship Student Outcomes Survey: Summary Report* and *Without a Trace: An Examination of Former Post-Secondary Students Who Left the System Without a Credential and Did Not Return*
- Fact Sheets: *Relocating to Study* and *Trends in Employment*
- Technical Report: *2010 DACSO Survey Refusals Analysis*

All publications are available on the Student Outcomes website (http://outcomes.bcstats.gov.bc.ca/Default/Publications.aspx). The technical reports can be accessed through SORS.

Forum Committee and Team Chairs, March 2011

APPSO Survey Committee
Jan O'Brien, Okanagan College

BGS Committee
Jacy Lee, Simon Fraser University
Zareen Naqvi, BCIT

DACSO Survey Committee
Lisa Domae, North Island College

DEVSO Survey Committee
Barb Boese, College of New Caledonia

Labour Market Committee
Zareen Naqvi, BCIT

Communications Team
Patty Beatty-Guenter, AVED

Technical Team
Karen Buxton, Kwantlen Polytechnic University

Management Team
Kathleen Bigsby, Kwantlen Polytechnic University & Patty Beatty-Guenter, AVED

Highlights from the 2010 surveys

In 2010, the four student outcomes surveys collected information from 28,684 former post-secondary students across British Columbia.

Of the former apprenticeship students surveyed:

- 95% were very satisfied or satisfied with their in-school education
- 86% said the quality of instruction was very good or good
- 83% said their training covered the standards used in their field
- 97% were in the labour force; the unemployment rate was 11%

Of the baccalaureate graduates surveyed:

- 95% were very satisfied or satisfied with their education
- 95% said the quality of instruction was very good or good
- 54% took further education; 18% were currently studying full-time
- 87% were in the labour force; the unemployment rate was 7%

Of the former diploma, associate degree, and certificate students surveyed:

- 94% were very satisfied or satisfied with their education
- 82% said the quality of instruction was very good or good
- 82% were helped to develop the ability to work effectively with others
- 80% of former Arts and Sciences students took further education
- 88% of respondents from Applied programs were in the labour force; the unemployment rate was 11%

Of the former developmental students (ESL only) surveyed:

- 94% were very satisfied or satisfied with their English language training
- 83% said the quality of teaching was very good or good
- 83% said their courses helped them develop English writing skills
- 62% pursued further education

Project Staff

The Outcomes Research Forum is indebted to BC Stats staff for their conscientious and patient management of the outcomes projects. The following staff members worked on student outcomes in 2010/2011: Amanda Bird, Ian Darling, William Kwan, Jim Martell, Chris McIntosh, Shannon Pendergast, Sheila Richards-Brown, Cathy Stock, Jean Ten Have, Marti Lea Thib, and Rebecca Westle.